

## Tourism Kuranda Advisory Committee Meeting Minutes

<b>20 March 2018</b>	Meeting 4:40pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
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<b>Chairperson</b>	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• Peter Danford, Cedar Park Rainforest Resort</li> <li>• Cathie Flambo, The Australian Bush Store</li> <li>• Adam Letson, Skyrail Rainforest Cableway</li> <li>• Terry Pates, Frogs Restaurant</li> <li>• Angela Freeman, Koala Gardens/Birdworld</li> <li>• Chris Grantham, Rainforestation</li> <li>• Kahlia Pepper, Executive Officer Tourism Kuranda MSC</li> <li>• Susan Parson, Senior Engagement Officer MSC</li> </ul>
<b>Visitors</b>	Nil
<b>Apologies</b>	<ul style="list-style-type: none"> <li>• Cr. Tom Gilmore, Mayor Mareeba Shire Council</li> <li>• Adrian Pancirov, Heritage Markets</li> <li>• Trish Green, Honey House</li> </ul>

### Introductions and confirmation of Previous Minutes - Tuesday 20<sup>th</sup> February 2018

- Confirmation of the previous minutes in February 2018;  
**Moved:** Terry Pates, **Seconded:** Peter Danford.  
**Carried.**

### Business Arising from the Previous Minutes

- Kuranda Easter Festival – There has been a change in the event schedule due to the Pamagirri Aboriginal Dance performance cancellation for the Easter festival. Kahlia to source new indigenous dance performance group and quotes are currently being obtained.

### Confirmation of Executive Report and Budget Report

- Confirmation of the Executive Report;  
**Moved:** Kahlia Pepper, **Seconded:** Cathie Flambo.  
**Carried.**
- Confirmation of the Budget Report;  
**Moved:** Chris Grantham, **Seconded:** Angela Freeman.  
**Carried.**

### General Business

- KUR-Cow Sponsorship donation Easter Festival – In March KUR-Cow contacted Executive Officer Tourism Kuranda inquiring about sponsorship opportunities for the Kuranda Easter Festival. Two proposals were presented to the Tourism Kuranda Advisory committee, 1. to sponsor the crane of up to \$1000 or 2. sponsor the SES volunteer's breakfast \$100 with the condition that both suggestions had no advertising or promotional signage at the event, in accordance with current event marketing activities.  
That these two sponsorship opportunities be discussed with KUR-Cow.  
**Moved:** Kahlia Pepper, **Seconded:** Adam Letson.  
**Carried.**

- Kuranda Map in Centenary Park relocation- Kuranda Map signage is located on the outside of the former TK office and the committee was asked for input into the need to relocate it and where. In the future the sign may be in the way of the entrance for future building tenants. It was suggested that the sign remains there until June when it is due for redesign and reprinting.
- Tropical Tablelands Tourism TTT committee meeting- Both Angela and Peter, Directors on TTT, provided an update of activities. Angela advised that TTT have a new strategic plan, upgrading website, terminated contract with Pinnacle Tourism, new social media and digital direction. Kahlia acknowledged the contribution both Angela and Peter make on behalf of the Kuranda destination.
- Therwine St Upgrade - Question asked by Cathie about what is currently happening with the Therwine St Upgrade. Lenore advised that a contractor has been appointed and she will follow up with more information at the next meeting.
- Anzac Day event - Cathie suggested a marketing activity be undertaken for Anzac Day to keep people in the Village longer. Susan advised it wasn't a planned activity for 17/18. It was agreed to consider this for 18/19. For consideration by the committee and more discussion at next meeting.
- Sign poles- Angela advised that signs were taken away years ago across the road from the BP servo and currently 2 poles are standing with no signage. Angela suggested using these for directional signage to the markets. For more discussion in the next meeting.

#### Items

Action Item 1	Person Responsible	Deadline
Motion Kur-Cow Easter Festival sponsorship	Kahlia Pepper	31 <sup>st</sup> March 2018
Action Item 2		
Kuranda Map relocation in Centenary Park	Kahlia Pepper	ongoing
Action Item 3		
Therwine St Upgrade	Lenore Wyatt	Next meeting
Action Item 4		
Sign poles across road from BP servo. Re: new directional signage	Kahlia Pepper	ongoing

#### Next meeting

**The next meeting will be held on Tuesday 24th April 2018 at 4.30pm. Meeting was postponed 1 week due to Kahlia, Angela and Adam being away for ATE18.**

#### Closure

**There being no further business the meeting closed at 5.45pm**

**TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT**  
to February

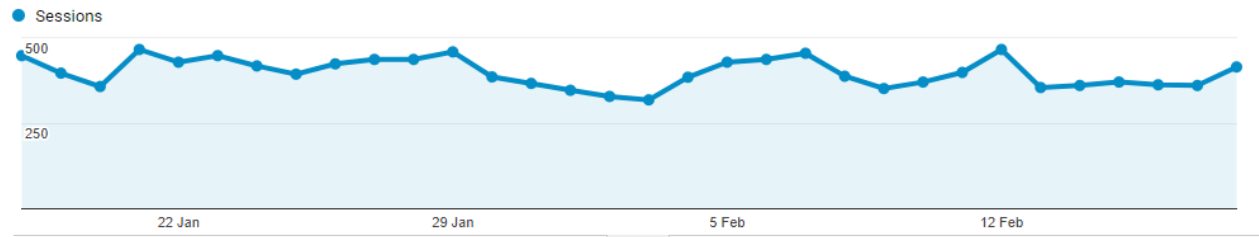
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<b><u>INCOME</u></b>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	202,030.73	8,535
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	<b>252,000.43</b>	<b>207,726.28</b>	<b>44,274</b>
<b><u>ADMINISTRATION COSTS</u></b>			
<b>Total Administration Costs</b>	<b>98,800.00</b>	<b>63,429.12</b>	<b>35,370.88</b>
<b><u>PROMOTIONAL COSTS</u></b>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	2,963.83	26,536
Brochure Distribution	16,828.00	10,981.89	5,846
Kuranda Festival Event	20,000.00	791.58	19,208
Kuranda Easter Event	19,638.00	1,181.82	18,456
Social Media Management	13,000.00	8,025.80	4,974
Industry Famils & Presentations	4,000.00	761.49	3,239
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	7,500.00	6,038.18	1,462
Tradeshows & Sales Missions	19,000.00	8,868.56	10,131
Public Relations Management	5,800.00	3,859.95	1,940
General Advertising	4,000.00	6,248.22	(2,248)
<b>Total Promotion costs</b>	<b>148,566.00</b>	<b>50,651.32</b>	<b>97,914.68</b>
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>247,366.00</b>	<b>114,080.44</b>	<b>133,285.56</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 4,634.43</b>	<b>\$ 93,645.84</b>	<b>-\$ 89,011.41</b>



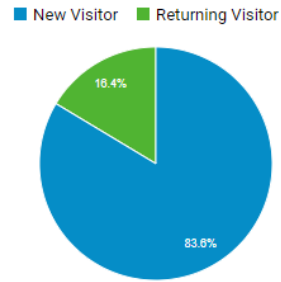
# EO REPORT FEB 2018

WEBSITE: Google Analytics for [www.kuranda.org](http://www.kuranda.org) - 18<sup>th</sup> January 2018 to 18<sup>th</sup> February 2018

- Sessions – 12,739 Users – 10,354 Page Views – 36,713 Pages/Visit – 2.88



Users <b>10,354</b>	New Users <b>9,812</b>	Sessions <b>12,739</b>
Number of Sessions per User <b>1.23</b>	Page Views <b>36,713</b>	Pages/Session <b>2.88</b>
Avg. Session Duration <b>00:02:40</b>	Bounce Rate <b>50.30%</b>	



Country	Sessions	Page Views	contribution to total: Page Views
	<b>12,739</b> % of Total: 100.00% (12,739)	<b>36,713</b> % of Total: 100.00% (36,713)	
1. Australia	8,169	61.32%	
2. United States	1,220	10.81%	
3. United Kingdom	742	6.89%	
4. Germany	233	2.08%	
5. Japan	220	1.57%	
6. Canada	211	1.98%	
7. India	210	1.50%	
8. New Zealand	177	1.36%	
9. Hong Kong	163	1.50%	
10. China	160	1.16%	

## SOCIAL CHANNELS




Due to first report being less than a month since new contracted social media management company Epic Times took over, Facebook & Instagram are based on different reporting dates. The next report in March will give us more data and insights.

### Facebook

Facebook reporting only allows statistics from previous 28 days, so reporting period is 21st Jan- 17th Feb for this report. Best posts are based on the period of 1st Feb- 17th Feb, when Epic Times took over channel management.

- Page Likes: 192
- Engagement rate: 0.61%
- Page followers: 194 page followers since last month

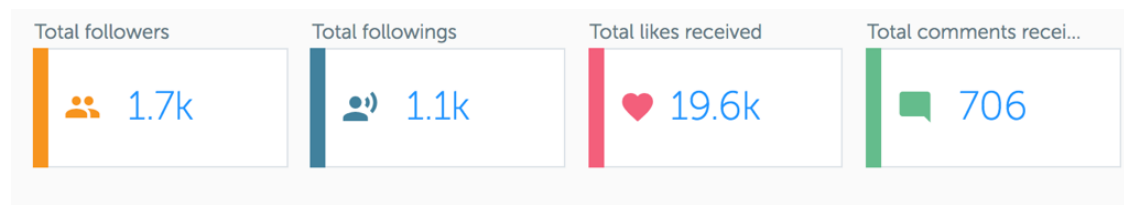
**Achievements:** Best posts based on Impressions:

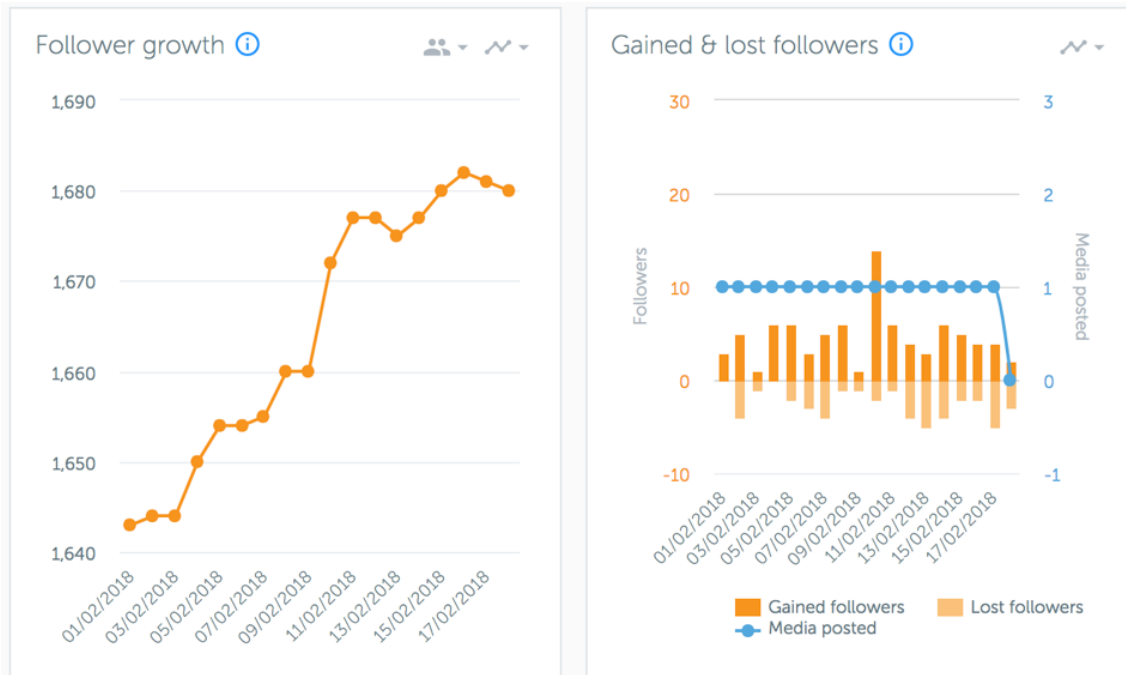
Date		Post	Impressions	Reach	Clicks
1 <sup>st</sup> Feb		Repost photo of Train & waterfall	123	2,101	75
13 <sup>th</sup> Feb		Repost of Birdwing Butterfly	118	1,877	59
6 <sup>th</sup> Feb		Barron Falls video	63	1.1K	63

### INSTAGRAM

Reporting period is from 1st Feb- 19th Feb – when Epic Times took over channel management. Based on reporting period:

- Overall engagement rate: +4.79%
- 1.3K post likes
- 37 comments
- Follower growth: 40





**Achievements: Best posts based on Engagement:**

Date	Image	Post	Engagement	Likes	Comments
9 <sup>th</sup> Feb		Repost photo of double Rainbow	9.27%	152	2
4 <sup>th</sup> Feb		Repost of Stoney Creek Falls	9.18%	142	9
12 <sup>th</sup> Feb		Drone of Kuranda Riverboat	8%	133	1

**E-NEWSLETTER** – February Newsletter will be reported in March EO report

**TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS** – During this month I hosted the following trade and media famils in Kuranda village:

**9th February - P & O cruises promotional shoot Juicy Projects Media Famil** –Tourism Kuranda supported Juicy Projects Pty Ltd for the filming of content for P&O Cruises Shore Tours video in Tropical North Queensland. The production of the promotional video series will greatly benefit the destination, providing coverage across a variety of regions within TNQ which included Kuranda. The series will also showcase the accessibility of the destination to cruise passengers, which has been identified as a key market from both a domestic and international perspective.

**16th February - German Bewegte Zeiten Filmproduction Media Famil** - Escorted this filming company from Germany called Bewegte Zeiten Filmproduction GmbH. This company is filming a travel documentary 'Longing for the sea'. The series is produced for the German television ARD - Germany's biggest public broadcasting station. For the documentary they accompanying passengers and crew members visiting Kuranda on the cruise ship 'MS Artania' which docked in Cairns that day.

## **SUMMARY OF ACTIVITY**

**EASTER IN THE PARK 2018** – Preparations are currently underway for our Easter Saturday Celebration which will be held on Saturday 31st March 2018.

The advertising campaign for this event is as follows;

1. Star FM radio advertising
2. Hit FM/Triple M radio advertising
3. What's On magazine advertising (NEW)
4. Cairns Post, Tablelands Advertiser.
5. Channel 7 TV advertising (15 second TV commercial promoting the Easter Event)
6. WIN TV (15 second TV commercial promoting the Easter Event)
8. Tourism Kuranda Facebook Posts
9. Tourism Kuranda e-Newsletter
10. Kuranda Website Blog post
11. 30 x road side corflutes (dependent on budget)

The additional activities currently being organised are as follows;

1. 15,000 Chocolate Easter Eggs have been ordered
2. A portable cherry picker is being sourced from Mareeba to act as the platform to throw the chocolate eggs into the crowd every hour from 11am to 2pm
3. Dream State Circus performances
4. Street performers x2
5. Magic Show
6. 4 x Face painter
7. 3 x Jumping Castles
8. Kids games. Egg & Spoon Race, Sack race
9. Pamagirri Dancers (Rainforestation Nature Park)
10. Horse & carriage rides
11. Kuranda Pony Club rides – yet to be confirmed

- Meeting with Phil from Phillipvids re: filming videos in Kuranda Village include accommodation 18<sup>th</sup> Jan
- Meeting with Wayne TTNQ re: product training and brochures for upcoming cruise ship season 18<sup>th</sup> Jan
- Meeting with Geoff App developers re: proposed Kuranda App 23<sup>rd</sup> Jan
- Meeting with Pip CEO TTNQ re: 2018 Marketing opportunities for Kuranda Tourism with TTNQ 23<sup>rd</sup> Jan
- Meeting with Jeremy & Vivienne re: proposed Chinese Tour guiding services in Kuranda village 25<sup>th</sup> Jan
- Move to new TK office at Kuranda Library Arara st 29<sup>th</sup> Jan
- Attended ATEC networking function Pullman Casino 30<sup>th</sup> Jan
- Meeting with Nettie 'What's On' mag re: Easter festival promotion 31<sup>st</sup> Jan
- Attended TTNQ networking function Cairns Aquarium 31<sup>st</sup> Jan
- Phone meeting with Dug Stratford and Peter Ryle re: BBC documentary Kuranda History 1<sup>st</sup> Feb
- TK Strategic Planning meeting with Advisory committee 1<sup>st</sup> Feb
- Meeting Lyn Grant Broadcaster re: Easter festival promotion 2<sup>nd</sup> Feb
- Attended TTNQ funding bids workshop re: to look for grant opportunities from Tourism Kuranda 6<sup>th</sup> Feb
- TK Budget submitted to MSC 9<sup>th</sup> Feb
- Sick leave 24<sup>th</sup> Jan to 28<sup>th</sup> Jan
- Assisting in filming of village with Phil from Phillipvids 14<sup>th</sup> & 16<sup>th</sup> Feb
- Meeting Natasha Win TV re: Easter festival TVC proposal
- Meeting Trish Aust Tourism Publication re: upcoming advert publications and magazines

## FUTURE ACTIVITY

- Ongoing meetings and introductions with strategic partners and Kuranda businesses
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- Easter Festival event organizing and preparations
- Commonwealth Games Baton in Kuranda preparations
- Kuranda Website advertising renewals
- Welcome to TTNQ Magazine advertising renewals
- BBC Great Continental Railway Journeys documentary filming o Kuranda History
- New video filming of village and accommodation operators with Phillipvids ongoing
- A4 brochure and DL 22 page Kuranda Brochure renewals and printing in May/June

## Correspondence In/Out:

17/1 e-mail to/from Bronwyn TTT re: Themed Trails Booklet

19/1 e-mail from Robert Blake MSC re: Street Furniture and signs in Kuranda starting to be restored

22/1 e-mail to/from TK advisory committee re: Planning of TK marketing activities meeting

22/1 e-mail to/from Phil Skyrail & Anji Tjapukai re: BBC documentary filming inclusion

22/1 email to/from Maria CruiseSaleFinder.com re: Including Kuranda on their website

23/1 e-mail from Ivana KSR advising us of 50% locals discount on train fares on Australia Day 26th Jan

23/1 e-mail to/from Alana Epic times digital re: Social media management, policies and code of conduct

24/1 e-mail from Trish Honey House/Susan Parson MSC re: RADF grant to paint power boxes in Kuranda

24/1 e-mail from Sam Sakamoto re: Japan Government staff study & TV tour famil in Jun-July 2018

29/1 e-mail from ATDW for Easter in the Park event approved and listed

30/1 e-mail to/from Neville Dunn Proactive MKT re: Melb & Adelaide Caravanning Camping Travel promo

1/2 e-mail from/to Caro Ryan producer Juicy Projects re: filming Kuranda village for P & O cruises

1/2 e-mail from Claudia TTNQ re: Air NZ inflight Magazine Kia Ora feature published included Kuranda

1/2 e-mail from Becca TTNQ re: advising Mega Famil cancelled for 2018

2/2 e-mail from Liz Inglis re: February E-newsletter content

3/2 e-mail from Bella BBC re: finalizing BBC documentary Kuranda History segment

5/2 email from Rachael – Tripping Magazine Kuranda Feature for Autumn Issue

5/2 e-mail to all operational participants for the Kuranda Easter festival. Confirming bookings and Advert

5/2 e-mail from Harriet TTNQ re: China Tour Guide training, was then cancelled due to lack of numbers

8/2 email to/from Tamara TTNQ re: TTNQ new website Kuranda section, content, picture, images, text and will include Kuranda Accommodation.

8/2 e-mail from Rick Tourdex re: adding Kuranda promo video to his Gateway TVs in Accommodation house in the region.

10/2 e-mail to/from Robert Blake MSC re: Commonwealth Games baton in Kuranda, contact schools

16/2 e-mail to/from Geoff App developer re: To do an APP presentation at the TK advisory committee meeting on 20<sup>th</sup> Feb

18/2 e-mail to Kuranda businesses/Attraction regarding filming in Kuranda village for TK videos

18/2 e-mail from/to Daimin MSC re: re installing the free Wifi in Kuranda Centenary park